Note for Nicholes, Nichelle

From: Galeotti, Kay

Date: Wed, Feb 2, 1994 2:30 PM

Subject: FW: BASIC 3/27 REGIONAL FSI

To: Nicholes, Nichelle; Sinha, Arun

SELF EXPLANATORY. HAVE YOU DECIDED YET ABOUT 1.) FOUR CREATIVE CHANGES IN FSI 2.) BRC 3.) SELECTIVE BINDING 4.) COPY SPLITS WITH B&H? WE NEED TO GET CLEAR ON ALL OF THESE. THANKS. KAY

From: Marryshow, Karen on Wed, Feb 2, 1994 2:27 PM
Subject: BASIC 3/27 REGIONAL FSI
To: Galeotti, Kay
Cc: Moran, Penny

KAY,

THE FOLLOWING COSTS REFLECT 4 COLOR CREATIVE CHANGES IN FL, NY, TX, AND WI FOR THE 3/27 REGIONAL BASIC FSI:

CIRCULATION: 7,379M
SPACE COST: $36,672
PRODUCTION: $6,000 (4 COLOR CHANGES)
UPC CODES: $800 (4 CODES AT $200 EACH)
TOTAL NET COST: $43,472
TOTAL GROSS COST: $51,144

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Source: https://www.industrydocuments.ucsf.edu/docs/xhxm0004